

Biofeedback Society of California
Wednesday, January 15, 2014, 7pm
Board of Directors Meeting

I. Call to Order (John LeMay called the meeting to order at 7:09pm)

II. Approval of Minutes (Ali moved to accept the minutes, Gary seconded, motion passed)

III. Election of President-Elect

Ali Hashermian has been nominated by John LeMay, contingent upon there being no conflict of interest if he wins the AAPB nomination. Jay seconds the nomination and Ali accepts.

IV. Renaming and Rebranding the BSC

Mark Stern feels that we should not arrive at a name until we reach a vote and consensus from the membership on the topic of regional expansion and name change.

A. Popular Name Picks:

1. Western States Neuroscience and Psychophysiology Society (W- SNAPS)
2. Western Neuroscience and Biofeedback Society (WNBS)
3. California Society for Neuroscience and Applied Psychophysiology (C-SNAP) (Sponsored by the Biofeedback Society of California, a Guild for the Dissemination of Practical Brain-Behavior Sciences.
4. Western Society of Neuroscience and Applied Psychophysiology WSNAP

V. Subcommittees/Reports

Mark feels that the chairs of these boards ought to be seeking out members to join the subcommittees. Steve Kassel mentioned at the past BSC meetings there was a bulletin board where people would join various subcommittees. In the next week, something should go out to the membership.

We decide that calling individual members would be the best way to reach out to members, as email blasts are ineffective.

Calling members and sending (or speaking) the survey will include:

- 1) Survey of regional expansion opinion
- 2) Survey of name change opinion
- 3) Subcommittee volunteers
- 4) Request for membership renewal
- 5) Solicitation of new courses
- 6) Advertising the upcoming conference and the 40th birthday.

Ali volunteered his staff to survey members, but the BOD would likely be more effective at reaching members. It is requested that all board members call a fraction of the

Biofeedback Society of California
Wednesday, January 15, 2014, 7pm
Board of Directors Meeting

membership to solicit their opinions on the above. Mark and Ali volunteer to compile a survey. Tiff to email the BOD the membership list.

A. Legal & Ethics (Ali?)

B. Student Committee & New Student Liaison (Mark)

Mark would like to recommend Robert Guiles as the student liaison, Taryn Lilliston as committee member, Jason Von Steitz as a member, and Mark Stern as a member. (Mark made the motion, Ali seconded).

C. Financial, Grants & Budgetary: Ali

Ali has been having conversations with Anthem Blue Cross about covering neurofeedback with insurance. Jay continues to work towards licensure with ASET. The state superintendent of schools is involved, as there must be a route via education to get into the field of neurofeedback and biofeedback. Jay is hoping to get some movement over the next month or so on this front.

The question was posed: "Would the BSC be interested in speaking at other conferences to people who might also get on board with us?" This type of effort could occur under an advocacy board. Joy mentioned that there is a new Theta /Beta ratio (T/B) device that may open the door for alternatives to medications to pediatricians. Ali is being asked by pediatricians for the recent T/B article where the protocol is being registered by the American Pediatric Board.

D. Marketing & PR (Mark)

It was noted that the webpage ought to have some stuff about FDA approval of neurofeedback. Jay will write a short the article about the FDA approval for the newsletter. Jay has a paper going into the AAPB journal about medication effects in QEEG.

E. Annual Conference: Jay

Tiff and Mark will seek out hotel in San Diego and Santa Barbara for the 2015 conference. Ali thinks that Los Angeles might be a better pick.

Some requisite specs for hotels includes:

Room nights (\$99-\$130)

Size of facility: Vendor room, breakout rooms (4)

Expected attendance: 150-200 people

We are not yet full for speakers for the 2014 conference, but we are full for enrichment and keynote people.

Biofeedback Society of California
Wednesday, January 15, 2014, 7pm
Board of Directors Meeting

Steve mentioned collaborating in 2015 with David Bressler and the American Academy of Guided Imagery for a joint conference. There are many details to work out regarding this possibility, if it is approved. We will table this until next meeting.

VI. 2014 Regional Conference (Steve)

We have four speakers, the location, Steve is looking for a sponsor.

- A. Local Sponsors** (BSI volunteered to sponsor this, Steve asked that we use them as a last ditch effort)

VII. Newsletter—Steve mentions sending newsletters to past presidents. This is an effective marketing tool. Additionally, we can reach out to extended membership for the next newsletter. Tiff will see what the marketing costs are for the next newsletter, if it were to have a larger number of copies printed and mailed.

- A. Articles**—we have a few articles, some reviews from students of the conference, Tiff to write letter from the Exec Dir., Jay letter from the President.

- B. Advertising (not discussed)**

- C. Date of Print/Mailing:** mid February is the submission deadline, the newsletter will be printed at the end of February.

XI. Adjournment (Joy makes a motion to adjourn, Mark seconded, 8:34pm)